

[First Hit](#) [Fwd Refs](#)☐ [Generate Collection](#) [Print](#)

L2: Entry 1 of 2

File: USPT

Aug 19, 2003

US-PAT-NO: 6609108

DOCUMENT-IDENTIFIER: US 6609108 B1

TITLE: Communication schema of online system and method of ordering consumer product having specific configurations

DATE-ISSUED: August 19, 2003

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Pulliam; Timothy E.	Westland	MI		
Bartkowiak; Don G.	Livonia	MI		
Champagne; Daryl L.	Northville	MI		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Ford Motor Company	Dearborn	MI			02

APPL-NO: 09/ 542637 [\[PALM\]](#)

DATE FILED: April 4, 2000

PARENT-CASE:

RELATED PATENT APPLICATIONS This application claims the benefit of U.S. patent application Ser. No. 09/561,644, filed May. 2, 2000, and entitled Method and System for Configuring and Ordering Consumer Product, which claims benefit of U.S. Provisional Application Serial No. 60/163,755, filed Nov. 5, 1999, and entitled Automotive Internet Business Methods and Systems. This application is related to co-pending U.S. application Ser. No. 09/538,516, filed on Mar. 29, 2000, and entitled, "Communication Schema of Online System and Method of Status Inquiry and Tracking Related to Orders for Consumer Product Having Specific Configurations." This application is related to co-pending U.S. application Ser. No. 09/539,392 filed on Mar. 30, 2000, and entitled, "Online System and Method of Locating Consumer Product Having Specific Configurations in the Enterprise Production Pipeline and Inventory." This application is related to co-pending U.S. application Ser. No. 09/542,413 filed on Apr. 4, 2000, and entitled, "Online System and Method of Reporting Related to Orders for Consumer Product Having Specific Configurations." This application is related to co-pending U.S. application Ser. No. 09/543,833 filed on Apr. 4, 2000, and entitled, "Communication Schema of Online Reporting System and Method Related to Online Orders for Consumer Products Having Specific Configurations." This application is related to co-pending U.S. application Ser. No. 09/543,686 filed on Apr. 5, 2000, and entitled, "Online System and Method of Ordering and Specifying Consumer Product Having Specific Configurations." This application is related to co-pending U.S. application Ser. No. 09/543,860, filed on Apr. 5, 2000, and entitled, "Communication Schema of Online System and Method of Locating Consumer Product in the Enterprise Production Pipeline." This application is related to co-pending U.S. application Ser. No. 09/537,190 filed on Mar. 29, 2000, and entitled, "Online System and Method of Status Inquiry and Tracking Related to Orders for Consumer Product Having Specific

Configurations."

INT-CL: [07] G06 F 17/60

US-CL-ISSUED: 705/27

US-CL-CURRENT: 705/27

FIELD-OF-SEARCH: 705/26, 705/27

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected

Search ALL

Clear

	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/>	<u>5615342</u>	March 1997	Johnson	705/27
<input type="checkbox"/>	<u>5757917</u>	May 1998	Rose et al.	380/25
<input type="checkbox"/>	<u>5765139</u>	June 1998	Bondy	
<input type="checkbox"/>	<u>5774873</u>	June 1998	Berent et al.	705/26
<input type="checkbox"/>	<u>5792219</u>	August 1998	Brown	705/37
<input type="checkbox"/>	<u>5802497</u>	September 1998	Manasse	705/27
<input type="checkbox"/>	<u>5809479</u>	September 1998	Martin et al.	
<input type="checkbox"/>	<u>5826241</u>	October 1998	Stein et al.	705/26
<input type="checkbox"/>	<u>5839112</u>	November 1998	Schreitmueeller et al.	705/4
<input type="checkbox"/>	<u>5884300</u>	March 1999	Brockman	707/2
<input type="checkbox"/>	<u>5887271</u>	March 1999	Powell	705/14
<input type="checkbox"/>	<u>5890137</u>	March 1999	Koreeda	705/26
<input type="checkbox"/>	<u>5890138</u>	March 1999	Godin et al.	705/26
<input type="checkbox"/>	<u>5895454</u>	April 1999	Harrington	
<input type="checkbox"/>	<u>5897622</u>	April 1999	Blinn et al.	
<input type="checkbox"/>	<u>5899980</u>	May 1999	Wilf et al.	705/26
<input type="checkbox"/>	<u>5905974</u>	May 1999	Fraser et al.	705/37
<input type="checkbox"/>	<u>5905975</u>	May 1999	Ausubel	705/37
<input type="checkbox"/>	<u>5913210</u>	June 1999	Call	
<input type="checkbox"/>	<u>5950173</u>	September 1999	Perkowski	705/26
<input type="checkbox"/>	<u>5960408</u>	September 1999	Martin et al.	
<input type="checkbox"/>	<u>5960411</u>	September 1999	Hartman et al.	
<input type="checkbox"/>	<u>5970472</u>	October 1999	Allsop et al.	705/26
<input type="checkbox"/>	<u>5970475</u>	October 1999	Barnes et al.	705/27
<input type="checkbox"/>	<u>5983199</u>	November 1999	Kaneko	705/26
	<u>5991739</u>	November 1999	Cupps et al.	

<input type="checkbox"/>				
<input type="checkbox"/>	<u>6006201</u>	December 1999	Berent et al.	705/27
<input type="checkbox"/>	<u>6009413</u>	December 1999	Webber et al.	
<input type="checkbox"/>	<u>6012045</u>	January 2000	Barzilai et al.	705/37
<input type="checkbox"/>	<u>6014628</u>	January 2000	Kovarik, Jr.	705/1
<input type="checkbox"/>	<u>6016504</u>	January 2000	Arnold et al.	
<input type="checkbox"/>	<u>6041310</u>	March 2000	Green et al.	705/27
<input type="checkbox"/>	<u>6058373</u>	May 2000	Blinn et al.	705/26
<input type="checkbox"/>	<u>6282517</u>	August 2001	Wolfe et al.	705/26
<input type="checkbox"/>	<u>6339763</u>	January 2002	Divine et al.	705/27
<input type="checkbox"/>	<u>6341270</u>	January 2002	Esposito et al.	705/26

FOREIGN PATENT DOCUMENTS

FOREIGN-PAT-NO	PUBN-DATE	COUNTRY	US-CL
2002099805	April 2002	JP	
2001109901	December 2001	KR	

OTHER PUBLICATIONS

Konrad, Rachel, "Analysis: On-Line Quest for Car Proves Enlightening," Mar. 9, 2000, Detroit Free Press.*

Lipin, David, "CarsDirect Shifts Gears Again Conducts Search", Mar. 6, 2000. Adweek, vol. 41, No. 10, p. 5.*

Curtis, James, "Cars Set For Online Sales Boom", Feb. 10, 2000, Marketing, pp. 22-23.*

"UAUTOBID.com, Inc., Introduces the Capability to Purchase Specific Vehicles Online", Sep. 13, 1999, Business Wire.*

"InvoiceDealers.com Reports Female Car Buyers on the Rise", Jul. 7, 1999, PR Newswire.*

"GM Plans Web Blitz in West", Sep. 8, 1997, Automotive News, No. 5730, p. 1.*

"Cars Online 25% or More of U.S. Car Sales Will Start on the Internet by Year 2000", Feb. 1997, vol. 4, No. 2, p. 1.*

U.S. patent application Ser. No. 09/532,833 entitled Method of Conducting Online Competitive Price Quoting Events, filed Mar. 21, 2000, 60 pages.

U.S. patent application Ser. No. 09/561,644 entitled Method and System for Configuring and Ordering Consumer Product, filed May 2, 2000, 31 pages.

U.S. patent application Ser. No. 09/538,516 entitled Communication Schema of Online System and Method of Status Inquiry and Tracking Related to Orders for Consumer Product Having Specific Configurations, filed Mar. 29, 2000, 122 pages.

U.S. patent application Ser. No. 09/537,190 entitled Online System and Method of Status Inquiry and Tracking Related to Orders for Consumer Product Having Specific Configurations, filed Mar. 29, 2000, 118 pages.

U.S. patent application Ser. No. 09/539,392 entitled Online System and Method of Locating Consumer Product Having Specific Configurations in the Enterprise Production Pipeline and Inventory, filed Mar. 31, 2000, 120 pages.

U.S. patent application Ser. No. 09/542,413 entitled Online System and Method of Reporting Related to Orders for Consumer Product Having Specific Configurations, filed Apr. 1, 2000, 119 pages.

U.S. patent application Ser. No. 09/543,833 entitled Communication Schema of Online

Reporting System and Method Related to Online Orders for Consumer Products Having Specific Configurations, filed Apr. 5, 2000, 118 pages.

U.S. patent application Ser. No. 09/543,686 entitled Online System and Method of Ordering and Specifying Consumer Product Having Specific Configurations, Apr. 5, 2000, 119 pages.

U.S. patent application Ser. No. 09/543,860 entitled Communication Schema of Online System and Method of Locating Consumer Product in the Enterprise Production Pipeline, filed Apr. 5, 2000, 135 pages.

MSN CarPoint web page at <http://carpoint.msn.com/newcar/default.asp?src=home> New-Car buying service, .COPYRGT.2000, 5 pages.

Autobytel.com web page at <http://www.autobytel.com/content/buy/NewIndex.cfn?id=abt> New Car Purchase Center, date unknown, 6 pages.

Ford Motor Company web page at <http://www.ford.com/default.asp?pageid=114> Buyer Connection Build a New Vehicle, date unknown, 10 pages.

GM BuyPower web page at wysiwyg://45/http://www.gmbuypower.applications.SessionDriver the Gmexperientlive, date unknown, copyright 1999, General Motors Corporation, 11 pages.

Gateway.com web page at <http://www.gateway.com/home/index.shtml> Choose Accessory Store, copyright 1997, 1998, 1999, 2000 Gateway Inc., 11 pages.

ATKearney, "Creating Supply Advantage.SM.," Computer-Aided Sourcing System, CAS.sup.3 Auction Discussion at Ford, Mar. 19, 1999, 19 pages.

FREEMARKETS ONLINE.RTM., Online Industrial Market Making Brochure, date unknown, pp. 1-12.

Timothy Aeppel, "Bidding for E-Nuts and E-Bolts On the Net," Reprinted from The Wall Street Journal, Mar. 12, 1999, 2 pages.

Glen Meakem, "How Bazaar," CIO WebBusiness, Section Two, Aug. 1, 1998, 5 pages. FreeMarkets, Publicity, <<http://www.freemarkets.com/scripts/publicity.asp>>, date unknown, 10 pages.

"The \$300 Billion Stealth Economy," Inc. Technology 1998, No. 3, reprinted with permission of Inc. magazine, copyright 1998, Goldhirsh Group, 4 pages.

Scott Woolley, "E-muscle," Technology Web Solver, undated, reprinted by permission of FORBES magazine, Mar. 9, 1998 Issue, .COPYRGT.1998, FORBES Inc., 1 page.

Clinton Wilder, "Electronic Purchasing--What's Your Bid," Informationweek, Nov. 10, 1997, 4 pages.

Robert D. Hof, "the Buyer Always Wins," BusinessWeek, undated, reprinted from Business Week, Mar. 22, 1999 copyright by The McGraw-Hill Companies, Inc., 2 pages.

UBid.com Help Pages, <wysiwyg://8/http://www.ubid.com/help/auctions.asp>, date unknown, 11 pages,

BuyGroup.com web page, <<http://ag.buygroup.com>>, date unknown, 3 pages.

CattleOfferings.com web page, <<http://www.CattleOfferings.com/>>, Cattle Offerings Worldwide & Farms.com, copyright 1999, 10 pages.

Marex.com web page, <<http://www.marex.com/about/about.asp>>, date unknown, 2 page.

FastParts.com web page, <<http://webtl.sanjose.fastparts.com/>>, date unknown, 4 pages.

MetalSite web page, <<http://www.MetalSite.com/>>, MetalSite, L.P., copyright 1999, 8 pages.

Chemdex Accelerating Science web page, <wysiwyg://36/http://www.Chemdex.com/about_chemdex/index.html>, Chemdex Corporation, copyright 1999, 32 pages.

eBay.TM.web page, <wysiwyg://19/http://www.ebay.com/index.html>, eBay, Inc., copyright 1995-2000, 26 pages.

ART-UNIT: 2167

PRIMARY-EXAMINER: Olszewski; Robert P.

ASSISTANT-EXAMINER: Jaketic; Bryan

ATTY-AGENT-FIRM: Baker & Botts, LLP. Hanze; Carlos L.

ABSTRACT:

An online communication schema for communicating online vehicle orders is provided. The communication schema includes a customer request message, which includes an order message having order information, contact information and vehicle configuration. The order message includes a fleet order message, a retail order message, and a tagged order message. The communication schema further includes a lead message having lead information, contact information, vehicle configuration, and dealer information. The communication schema further includes an order confirmation message.

36 Claims, 47 Drawing figures